



JIM PANCERO

HELPING YOU BECOME A
STRONGER LEADER OF YOUR SALES TEAM

Advanced Sales & Sales Leadership Training & Consulting



**Convenience
Distribution**
ASSOCIATION

Present

Strengthening Your Coaching and People Skills as a Coach and Leader of Your Sales Team

Questions? You may contact Jim at:
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Name _____

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ABOUT JIM PANCERO



If you are interested...open... and ready to improve your team's success, then Jim Pancero has answers for you. The proven selling philosophies, processes and structures Jim shares all have just one goal...to increase your personal "Powerhouse Selling Advantage." The leading-edged ideas Jim shares have been researched, validated, and fine-tuned through his over 30 years influencing and guiding top performers selling higher priced and/or competitively complex distribution materials, large equipment, or business services. Jim has conducted extensive work within the agricultural industry including training over 3,500 John Deere dealer team members in the US and Canada.

Even during a sixty-minute keynote, Jim's combination of humor and real-world examples provides even experienced audience members who think they've heard it all before and are convinced there's nothing new in sales with immediately implementable concepts that work. Jim's proven concepts center on showing you ways to strengthen the messaging and positioning of your uniqueness and value, gaining more control of your selling processes, and strengthening your leadership team's abilities to coach and lead in today's hyper-competitive economy and global marketplace.

Jim's background includes being a top performer selling large computer systems for the Data Processing Division of the IBM Corporation. During Jim's prestigious IBM career, he earned several awards including the coveted "Golden Circle" designation annually awarded to the top 5% of their international sales force.

Since founding his sales training and consulting company in 1982, Jim has conducted over 3,100 speeches, in-depth seminars, or consulting days for more than 600 companies in over 80 different industries. Over 90% of Jim's clients have utilized his ideas and services more than once. Jim has also been recognized by the National Speakers Association having earned their CSP (Certified Speaking Professional) designation and been inducted into their Speakers Hall of Fame. This combined honor has only been awarded to less than 3% of their 3,500 professional members.



For more on how to increase your competitive selling advantage in today's virus-impacted times visit Jim's *Pancero.com* website, check out his video clips on *YouTube/jimpanzero* as well as his latest video ideas on how to sell and lead a sales team in these virus impacted times at <https://pancero.com/category/virus/>.

"We know you're good. Now the only question is...are you ready to get even better?"

What's Your Management Style?

Managing Manager

Doing Manager

Doers

The Four Rules of Employee Motivation

Rule #1 - You cannot motivate anyone to do anything.

Rule #2 - Everyone is already highly motivated.

Rule #3 - People are motivated for their reasons – not yours

**Rule #4 - All you can do is create the environment for people to
motivate themselves.**

- Bill McGrane – Cincinnati OH

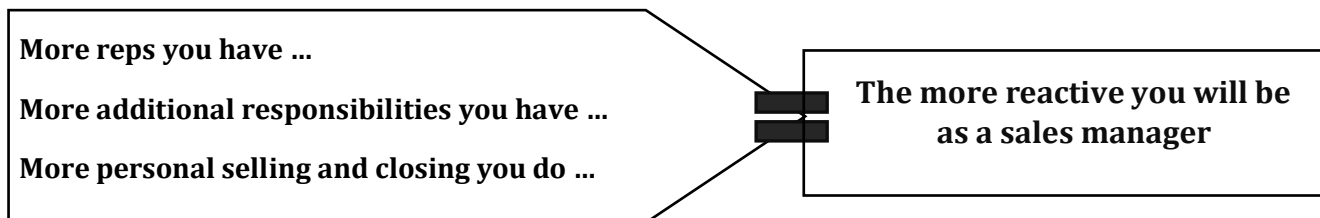
- What can you do to build a better environment for each of your people?

Tougher Times Require More Involved and Proactive Sales Coaches and Leaders

- How do you view coaching and training of your team?

- Pro sports teams go through pre-season basics training review every year
- Most sales teams assume once someone is trained, they retain those skills forever
- How many of your sales reps assume “Experienced = Trained?”

- How proactive are you as a sales coach and leader?



You Can Define Your Style of Sales Management Based on How and Where You Spend Your Time

Are You Investing Your Sales Leadership Time as a Manager or a Leader?		
	% of time spent now?	% of time needed in the future
REACTIVE/SUPPORT EFFORTS		
Paperwork, administrative, performance analysis		
Acting as a sales rep to your own accounts		
Solving problems – fighting fires		
Product ordering – Inventory management		
Talking to customers as a manager to solve problems - A "History" and "Today" focus - "How can we make you happy about this?"		
Other non-sales focused responsibilities or assignments		
PROACTIVE/GROWTH EFFORTS		
Coaching and training to improve selling "Best practices"		
Leading sales reps through account planning		
Riding with sales reps to observe and coach		
Talking to customers as a manager to improve service - A "Future" focus - "How can we make working with us even easier and better?"		

- ***Sales managers* spend their time reactively supporting their sales team**

- ***Sales leaders* spend their time proactively leading and coaching their sales team**

1st Step to Becoming A More Effective and Successful Coach and Leader of Your Sales Team...Is to Free Up More Time to Coach and Lead Your Team

- How will you free up 20% (or more) of your weekly schedule so you can proactively coach and lead your team?

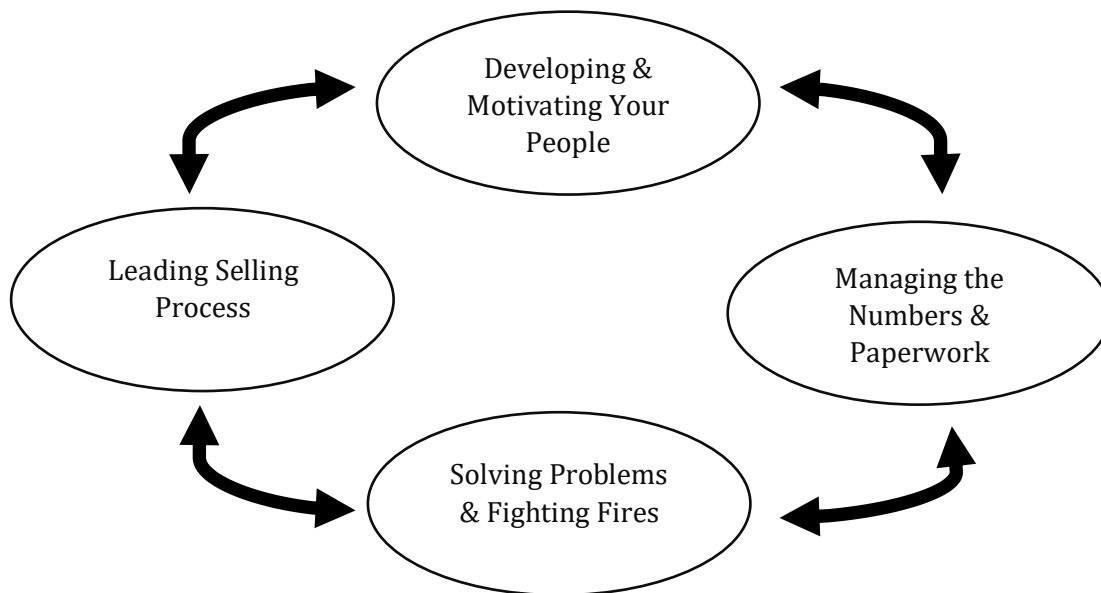
- What can you delegate?

- What can you ignore?

- What can you reduce or minimize?

The Four Responsibilities of a Sales Coach & Leader

- The job of a sales coach and leader is not to sell!



- Where are you spending your time now?

I spend...

___% of my time developing and motivating my people.

___% of my time leading selling process (& closing business)

___% of my time managing the numbers (& paperwork)

___% of my time solving problems and fighting fires.

- What do you think/wish your time balance needs to be?

- I would be a better coach and leader of my team if I were spending...

___% of my time developing and motivating my people.

___% of my time leading selling process (& closing business)

___% of my time managing the numbers (& paperwork)

___% of my time solving problems and fighting fires.

- How can we get there?

The Foundation of Effective Sales Leadership...Be A Better Coach!

Telling someone what to do (or how to do it better) is called Consulting

Getting someone (through your questioning) to come up with the right answer on their own is called Coaching

Have you been acting more like a coach or a consultant with your team?

- Coaching is about Building - Nurturing - Encouraging and Guiding

- Changing behaviors
- Asking questions and listening
- Getting you to come up with the best and right answers
- Guiding and inspiring self confidence
 - Develop the feelings of “Oh, I can do that, and this is how I will...”

- Coaching is NOT about giving “constructive feedback.”

- “Coaching” someone when you see them doing something wrong is really just discipline

- Coaching and leading must begin with trust

- Establishing a trust bond with each member of your team
- How will you help your people believe that you believe in them?
- Using the “Lifeboat analogy”

The Four Jobs of a Coach

- **Trainer** – Developing skills
- **Role Model** – Coaches model the behavior they expect
- **Confronter** – Coaches identify the gaps between present and expected performance and build commitment to continual improvement
- **Mentor** – Helping to further individual's career growth and opportunities

The Four Coaching Styles That Make Up an Effective Coach & Leader



Niki McCuiston Coaching – Dallas, TX
"Management of Organizational Behavior"
by Paul Hersey & Kenneth Blanchard

- **Direct** – If motivation and skill are both low

- Your employees you believe will best respond to "Direct" coaching

- **Inspire** – If motivation is low and skill is high

- Your employees you believe will best respond to "Inspire" coaching

- **Delegate** – If both motivation and skill are high

- Your employees you believe will best respond to "Delegate" coaching

- **Guide** – If motivation is high and skill is low

- Your employees you believe will best respond to "Guide" coaching

How Balanced Are You as A Coach and Leader?

- **Focusing on them (Instead of on you)**
- **Positive to negative feedback balance**
 - Positive feedback in public – Negative feedback in private
- **“Future Focused” (Instead of only “History” and “Today” focused)**
 - Effective coaches and leaders balance all three in their communications
- **People bias focusing on the person (vs only being task biased only focusing on the job)**

Keys to Competitive Advantage and Increased Sales

1) Strong response to “*Why buy from you?*” consistently delivered by your entire team.

2) Defined (and coached to) “Selling Process Best Practices.”

- Steps of a Sales Call
- “*ID to Close*” new business selling process.
- “1/1 to 12/31” processes to support your best customers.
- Operational “*Steps of a Sales Call*” and “*personality flexibility*” skills.

3) Proactive “*Selling Process*” coaching to all team members.

- One hour a week, (for each assigned salesperson), discussing “*Future Focused*” account and territory planning and strategy.
- Free up time to coach.
- Each salesperson prepares written plan for his or her five most important accounts.

Develop A Culture of Ongoing Sales Training

- Best sales training is conducted weekly

- Attendees can join meeting by video chat (Zoom, Facetime, Skype, GoToMeeting)
- Training works best when it is an ongoing full-year process (not just a few random training events)

- Easiest format for training...Show a video then lead a discussion

- Total time can be as little as 20 minutes

Step 1 – Show a brief video to introduce a new selling idea or challenge

Step 2 – Lead your team in a discussion by asking three questions:

- Question #1 - *“What did you think of the video?”*
- Question #2 - *“How relevant are those ideas to our industry and company?”*
- Question #3 - *“What are you going to do/try different based on what we’ve learned from this video?”*
- The most learning occurs when you ask the most questions (and do the least amount of talking/lecturing)

Step 3 – (After your training class during the week) – Keep asking how the new idea is working

- During normal conversations ask if they’ve had any success with the new ideas discussed

- Free sales training videos

- Hubspot’s article “The 34 best sales training videos on YouTube” - I’m #10 on their list

- <https://blog.hubspot.com/sales/sales-training-videos-youtube>

- *“Your Price is Too High – 7 Steps to Defending Price”*

- <https://youtu.be/YNeFi1RwL6c>

- My free videos!

- YouTube <https://www.youtube.com/c/JimPancero>

- Connect with me on LinkedIn where I am posting four videos a week on sales and sales leadership (all under four minutes)

- <https://www.linkedin.com/in/jimpancero>

- Subscribe to my free Friday e-newsletter that includes links to all videos posted that week <https://Pancero.com>

- More in-depth sales video training – www.AdancedSalesUniversity.com

SALES EVALUATION

You make take this free evaluation **online** at <https://pancero.com/sales/sales-pro-evaluation/>

Rate your skill on a scale from 1 to 5. 1 = non-existent; 2 = weak; 3 = Just average; 4 = Leading; 5 = Best practice.

Evaluating Your Operational Selling Skills and Abilities

Understanding the technical side of your business

- 1 2 3 4 5 #1 - Your technical knowledge of your products/services and how they relate to your industry?
- 1 2 3 4 5 #2 - Knowledge of your competitor's products and their customer success stories?

Understanding the Fundamentals of Selling

- 1 2 3 4 5 #3 - Your knowledge and daily usage of the steps of a sales call?
- 1 2 3 4 5 #4 - Your understanding of personalities, ability to identify, then mirror your customer's communication style?

Understanding How to Manage Your Time and Information

- 1 2 3 4 5 #5 - Your personal "time and territory" organizational skills?
- 1 2 3 4 5 #6 - Your ability to utilize technology to increase your productivity and effectiveness?

Evaluating Your Tactical Selling Skills and Abilities

Maintaining and growing your business

- 1 2 3 4 5 #7 - Your ability to proactively manage, control, and resolve customers' problems?
- 1 2 3 4 5 #8 - Your ability to keep your existing accounts stable and under control?
- 1 2 3 4 5 #9 - Your ongoing new business prospecting process?

Managing Your Selling Process

- 1 2 3 4 5 #10 - Your ability to think and plan multiple moves ahead with each of your customers and prospects?
- 1 2 3 4 5 #11 - Your knowledge/understanding of competitors' pricing practices?
- 1 2 3 4 5 #12 - Your ability to utilize company support resources in your territory?

Maintaining and Controlling Your Customer

- 1 2 3 4 5 #13 - Your ability to communicate what your customers want to buy instead of just what you have to sell?
- 1 2 3 4 5 #14 - Your understanding of the political environment and decision process of each of your accounts?

Evaluating Your Strategic Positioning Skills and Abilities

Ability to manage the strategic aspects of your selling process

- 1 2 3 4 5 #15 - Your ability to communicate what your competitive uniqueness and value is?
- 1 2 3 4 5 #16 - Your knowledge of your competitors' strongest "value points" they use to sell against you?
- 1 2 3 4 5 #17 - Your ability to win business at a higher price/margin by communicating your stronger value?

Your Philosophy Toward Ongoing Personal Development and Improvement

- 1 2 3 4 5 #18 - Ability to represent yourself in a professional, truthful, and ethical manner?
- 1 2 3 4 5 #19 - Your ongoing commitment and efforts to grow and improve your selling skills and awareness?
- 1 2 3 4 5 #20 - Your ongoing use of one or more coaches or mentors to help you get better?

SALES LEADERSHIP EVALUATION

You make take this free evaluation **online** at <https://pancero.com/sales-leadership/sales-leadership-evaluation/>

Rate your skill on a scale from 1 to 5. 1 = non-existent; 2 = weak; 3 = Just average; 4 = Leading; 5 = Best practice.

Your Role as an Administrator, Problem Solver and Disciplinarian

- 1 2 3 4 5 #1 - Your skills as an organized administrator are...?
- 1 2 3 4 5 #2 - Your skills coaching your sales reps through problem solving are...?
- 1 2 3 4 5 #3 - Your skills managing and coaching the pricing and profitability decisions of your teams are...?

Your Ability to Build and Retain a Sales Team

- 1 2 3 4 5 #4 - Your "new sales person" searching and interviewing skills are...?
- 1 2 3 4 5 #5 - Your "new hire" sales training program is...?
- 1 2 3 4 5 #6 - Your "Performance Plan" program in place for each member of your team is...?
- 1 2 3 4 5 #7 - Your ongoing "experienced sales team" training process is...?
- 1 2 3 4 5 #8 - Your accessibility to your sales force is...?

Your Ability to Lead

- 1 2 3 4 5 #9 - Your sales team would rate their satisfaction level working for you as...?
- 1 2 3 4 5 #10 - Your amount of "positive focused" communications with your team is..?
- 1 2 3 4 5 #11 - Your ability to initiate new ideas and account planning conversations with your team is...?
- 1 2 3 4 5 #12 - Your ability to delegate to your sales team is...?

Your Ability to be a Coach & Strategist of Your Selling Process

- 1 2 3 4 5 #13 - Your ability to organize and lead your team as a single market force is...?
- 1 2 3 4 5 #14 - Your team's ability to communicate a single message of competitive uniqueness and market leadership is...?
- 1 2 3 4 5 #15 - Your ongoing new business prospecting process currently in place is...?
- 1 2 3 4 5 #16 - Your marketing and promotional skills are...?
- 1 2 3 4 5 #17 - Your ability to commit time to individually coach and strategize with each of your sales reps is...?
- 1 2 3 4 5 #18 - Percentage of time spent talking "future focused" with your reps is...?
- 1 2 3 4 5 #19 - Your ability and time committed to talking "tactical and strategic focused" with your sales reps are...?
- 1 2 3 4 5 #20 - Your ability to communicate with customers to help your sales reps get "higher, wider and deeper" is...?



Six final ideas to help you get even better!

1st idea! - Visit Pancero.Com to Enhance Your Sales and Sales Management Training!

2nd idea! – Subscribe to my free weekly newsletter that includes links to all the videos I’ve posted for the week! Pancero.com

3rd idea! – Connect and follow me on [LinkedIn](#)! Check out the two new sales leadership videos I’m posting each week on LinkedIn. All aimed at helping you become a stronger leader of your sales team. View my past LinkedIn postings by putting hashtag #PanceroVids in the LinkedIn search window. View my past video postings at YouTube.com/jimpancero

4th idea! – Visit my sales and sales leadership videos specifically recorded to help you sell (and lead) in today’s new virus-impacted world – Pancero.com/virus

5th idea! - Evaluate your skills with my free 20 question Sales and Sales Leadership Tests! The 20-question multiple choice **Sales Evaluation** is a comprehensive analysis tool designed to help you as a sales rep increase awareness of your strongest selling skills. Pancero.com/sales/sales-pro-evaluation/.

The goal of my 20-question multiple choice **Sales Leadership Evaluation** is to help improve your ability to lead a sales team. Pancero.com/sales-leadership/sales-leadership-evaluation/. All tests results and analysis are instantly available online and emailed.

6th idea! – Call me so we can talk! I’d love to be of help to you and your team...even if just to answer a few questions! 800-526-0074 / jim@pancero.com / Text my cell 952-913-8998